FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00029951-A **Type of Permit:** FILMING **Release Date:** 07/29/2010

Production Company	MJZ DBA MORTON JANKEL ZANDER
Insured Company Name	MJZ DBA MORTON JANKEL ZANDER
Contact Phone No. 1	310-826-6200
Contact Phone No. 2	
Fax	
Address	2201 CARMELINA AVE LOS ANGELES, California 90064
Production Title	MOUNTAIN DEW
Type of Production	Commercial - Standard

Producer	Betsy Oliver
Director	Blue Source
1st AD	John Castor
Production Manager	Jed Herold
FilmL.A. Coordinator	Asia Robinson
Location Manager	Kevin Briles
Primary Phone	Mobile - 818-974-9564
Secondary Phone	Office - 310-826-6200
Location Assistant	none none
Primary Phone	Office - 310-826-6219
Secondary Phone	

Fees

FILMLA FILM PERMIT RIDER FEE $100.00	**Total Permit Fee** $356.00
LA CITY FIRE SAFETY OFFICER $256.00	**Number of Locations** 1

NOT A PERMIT

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Summary Information — Location

Location 1 of 1

Permit Number	F00029951-A	**Location Manager**	Kevin Briles
Production Company	MJZ DBA MORTON JANKEL ZANDER	Primary Phone	Mobile - 818-974-9564
Insured Company	MJZ DBA MORTON JANKEL ZANDER	Secondary Phone	Office - 310-826-6200
Production Title	MOUNTAIN DEW		

Location Address 20101 Hamilton Ave, Los Angeles, CA, 90502

Location Type Office Building

Prep Dates 7/26/2010 - 7/27/2010 07:00 - 19:00

Film Dates 7/29/2010 - 7/29/2010 07:00 - 02:00

Strike Dates 7/30/2010 - 7/30/2010 07:00 - 19:00

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document MJZ Andrea Jackson (PC).pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	55
Cube Trucks	3
Generator	1
Honey Wagons	1
Motor Homes	2
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	50
LA City UFSO assigned	25819

Filming Activities Equipment on property; Interior Dialogue; Multiple takes of breaking glass; Electrical tie-in;

Special Effects: F/X Permit # 14699

Type	No. Times Per Day	No. Takes Per Take
Breaking Glass	2 - 5	2 - 5
Squibs	2 - 5	2 - 5

Jurisdiction **Political:** Los Angeles City - Council District 15 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Coordinator Note RIDER A EXTENDS END TIME ON 7/29 ONLY TO 0200 HRS (NO CHANGE TO FILM HRS ON 7/28), COLLECTS ADD'L UFSO FEES

Parking

Base Camp
Location Type : Location

Crew Parking
Location Type : Location

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Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of MJZ, INC. ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 7/27/10

Jackson

Representative's Signature

Andrea Jackson

Representative's Name (Please Print)

Production Coordinator

Representative's Title (Please Print)

MJZ, INC.

Name of Principal (i.e. company name)
(Please Print)

1201 Carmelina Ave-
LA, CA 90064

Principal's Mailing Address (Please Print)

310.826.6200

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869

NOT PERMIT